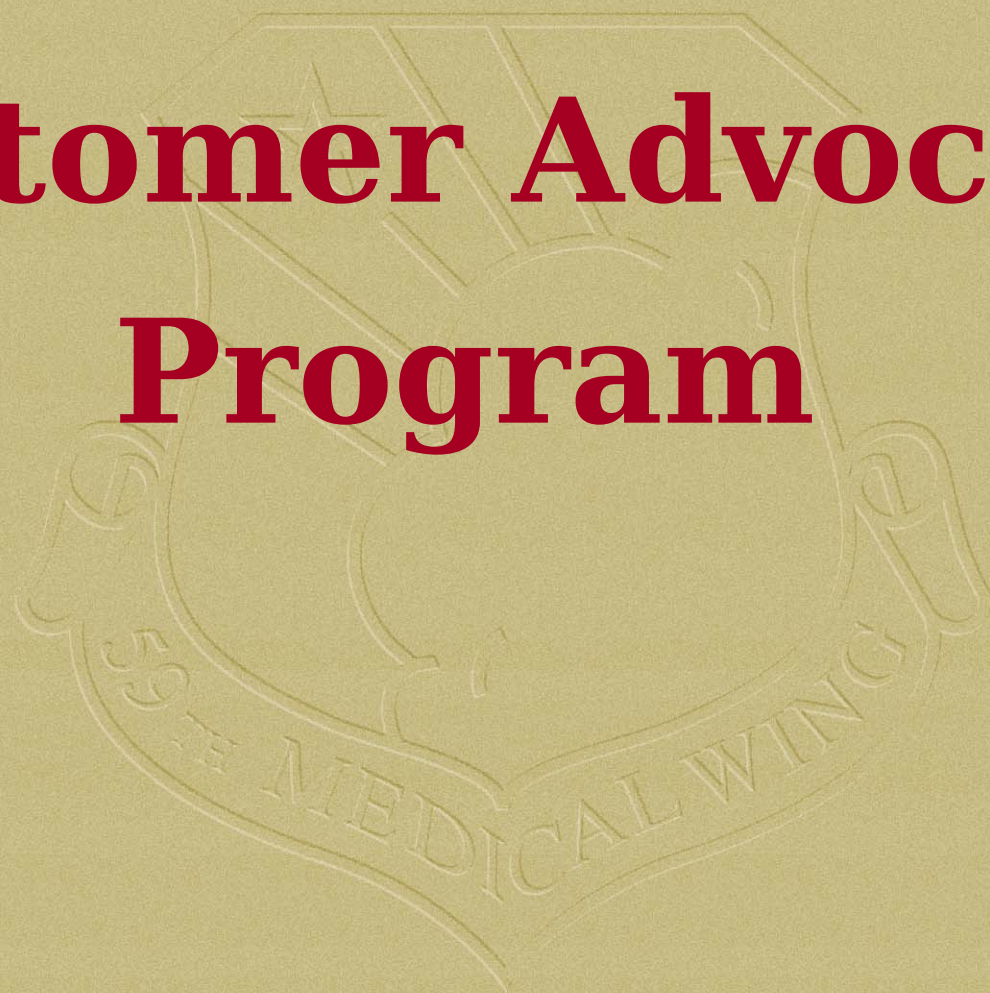




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# Customer Advocate Program



*Integrity - Service - Excellence*





# Overview

- The Customer Advocate Program is a tool to report concerns or make suggestions to help WHMC better serve our customers.
- Customers, both internal and external, look to this office for advice/solutions. It is our responsibility to come to a solution that satisfies the customer, the 59<sup>th</sup> Medical Wing and the USAF, which in most cases means compromise.





# Customer Advocate Program

- Developed to handle customer concerns and patient kudos of staff/track all customer comment cards
- Clinic/unit customer advocates available in every section – pictures and phone numbers posted
- Wing-level customer advocates also available to work concerns if not resolved through the clinic chain-of-command - can be reached at 292-6688





# Customer Advocate Tracking Database

- Complaint logged into Access-based database
- Unit Customer Advocate Complaint Tasking sent to clinic/unit Customer Advocate
- Clinic/unit Customer Advocates must contact customer within 24 hours and have 3-5 business days to respond
- Complaint tasking kept on file for two years



## Unit Customer Advocate Complaint Tasking

\* SUSPENSE DOCUMENT \*

This correspondence contains comments regarding your section. The Section Customer Advocate is directed to contact the complainant in regards to the concern within 24 hours of receipt. Your coordinated, and legible written response must be hand delivered to the 59th MDW Customer Advocate's office (1E24) NLT 16:00 on the suspense date. Coordination must include the Flt and Sqdm Commander. This is an internal source document and cannot be copied or given to the patient. Questions? Call 2-6688/7827.

Suspense Date 12-Jan-02

Point of Contact: Clinic  
Customer Advocate

Concern/Concern

Case # 611

Last name Doe

Rank Col

Date

07-Jan-02

First name John

TRICARE Prime - Ret/Dep

FMP/SSN 01 / 123456789

Group

Address 1234 Last Street

Squadron

Anywhere

TX , 78111-1111

Home Phone (111) 555-1111

Concern

Place concern here

Person Named

Document Your

FOR OFFICIAL USE ONLY

QUALITY ASSURANCE MATERIAL - PROTECTED BY 10 USC 1102

Tuesday, January 08, 2002

Page 1 of 1

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# Customer Comment Card Tracking



*Just thought you'd like to know,*  
**WILFORD HALL MEDICAL CENTER,**



*I'm*  
*(Please circle response)*



**Impressed**



**Pleasantly  
Surprised**



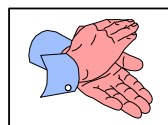
**Satisfied**



**A Bit  
Annoyed**



**Angry**



**I would like to compliment  
you on one of your employees**

*Please provide your comments or concerns on the back...*

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# Customer Advocate Training

- Held every other month
- Primary or Alternate Customer Advocate attendance is required
- Training conducted by other Customer Advocates on their clinic/unit policies and procedures
- Skunkworks main focus of training



# Customer Advocate of the Month Program

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*Customer Advocate of the Month*  
*Certificate of Recognition*  
**IS AWARDED  
TO**

**A1C J ane Doe**

**IN RECOGNITION OF**

**Outstanding Achievement**

This certificate is an acknowledgement of your dedication to providing excellent Customer Service.  
Please accept our heartfelt thanks for going the extra mile and leading the way.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Janet S. Dyer, GS-11  
Chief, Customer Relations Flight

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# Mystery Patient Program

- Established in 2000
- Mystery Patients are chosen at random or can volunteer
- Patient receives questionnaire and rates facility on: cleanliness of grounds, signs and directions to clinics, attire of our staff, waiting times, the manner in which they are treated, and the care they received
- Results are posted in Vital Signs, Talespinner and posted in Wilford Hall

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## A Mystery Patient

Visited the

Internal Medicine

On 04 May 2000

*Your Customer Service*

*Rating is*



Customer Service All Stars

\*\* My doctor was very thorough

\*\* I appreciate the genuine concern from the entire Internal Medicine staff

Service Opportunities

\* Need to ask for Third Party Insurance information



"THE AFMS FLAGSHIP - COMPREHENSIVE  
HEALTHCARE...ON TIME...ON TARGET"



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# DoD Customer Satisfaction Survey

- Survey sent to patient to rate the service they received.
- Calculated on running quarter
- Data reported to Board of Directors
- Letters received from beneficiary processed
- Lets us know, from beneficiary's point of view, how we are doing
- Grades satisfaction with clinic, medical care, office wait time, appointment wait time, and interpersonal relationship

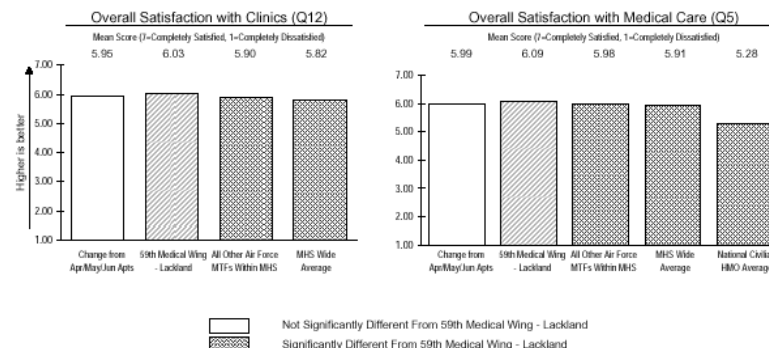


## MTF Action Plan Report

59th Medical Wing - Lackland-Lackland Air Force Base

Patient Satisfaction Report: July/August/September 2001 Appt. Data

Total Mailed = 1854 Returns As Of Cutoff = 745 Non-deliverables = 57 Response Rate = 41.5%



		Comparison To:			
		Mean Score	All Other Air Force MTFs Within MHS	MHS Wide Average	National Civilian HMO Average
Change from Apr/May/Jun Apts	Mean Score (5=Excellent, 1=Poor)				
<input type="checkbox"/>	<b>Access Average</b>	<b>3.60</b>	3.63	3.58	3.47
<input type="checkbox"/>	* Referral for specialty care (Q10c)	<b>3.75</b>	3.70	3.65	3.59
<input type="checkbox"/>	* Access to medical care (Q10b)	<b>3.81</b>	3.71	3.71	3.63
<input type="checkbox"/>	* Office wait time (Q9)	<b>3.60</b>	3.57	3.48	3.19
<input type="checkbox"/>	Time to return your call (Q11)	<b>3.47</b>	3.44	3.38	3.30
<input checked="" type="checkbox"/>	Ease of making phone appointment (Q10a)	<b>3.54</b>	3.73	3.68	3.75
<input checked="" type="checkbox"/>	Appointment wait time (Q7)	<b>3.52</b>	3.66	3.61	3.46
<input type="checkbox"/>	<b>Quality Average</b>	<b>4.19</b>	4.10	4.03	3.75
<input type="checkbox"/>	** Overall quality of care received (Q3j)	<b>4.27</b>	4.16	4.09	3.80
<input type="checkbox"/>	** How well the care met your needs (Q3i)	<b>4.12</b>	4.01	3.95	3.69
<input type="checkbox"/>	** Thoroughness of treatment (Q3c)	<b>4.28</b>	4.18	4.11	3.82
<input type="checkbox"/>	How much you were helped (Q3h)	<b>4.10</b>	3.98	3.92	3.65
<input type="checkbox"/>	Explanations of procedures and tests (Q3d)	<b>4.18</b>	4.16	4.08	3.80
<input type="checkbox"/>	<b>Interpersonal Relationship Average</b>	<b>4.19</b>	4.12	4.04	3.73
<input type="checkbox"/>	** Personal interest in you (Q3e)	<b>4.21</b>	4.14	4.06	3.79
<input type="checkbox"/>	** Advice on ways to avoid illness/stay healthy (Q3f)	<b>4.03</b>	4.03	3.93	3.59
<input type="checkbox"/>	** Attention given to what you had to say (Q3b)	<b>4.28</b>	4.22	4.13	3.85
<input type="checkbox"/>	Amount of time with Dr. and staff (Q3g)	<b>4.12</b>	4.00	3.92	3.55
<input type="checkbox"/>	Friendliness and courtesy of staff (Q3a)	<b>4.31</b>	4.22	4.14	3.87

Your rating is: ☒ Lower ☐ Same ☐ Higher

For further information, contact:  
LTC Rick Reichard : (202) 767-4370 or DSN 297-4370 : rick.reichard@usafsg.bolling.af.mil

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November 20, 2001

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## The Air Force Medical Service Customer Service Basics

**I - IMPROVE** job knowledge  
customer's

and performance on a  
concern that is shared with  
continual basis  
until resolution, then

**M - MENTOR** - Be a positive  
up to ensure  
role model

customer satisfaction

**P - PRIDE** - Take pride in

- Try to understand  
yourself and work area  
customers' needs and

**R - RESPECT** - Cheerfully  
their expectations

acknowledge each  
customer upon arrival

**E - ESCORT**, rather than

point when someone needs

help finding the way

**S - SPEAK** with a smile and

always address people by

their name/title

**S - SERVICE** - Do everything

possible to provide hassle-

free, one-stop service

**I - INITIATIVE** - Be friendly

**O - OWN** a

you

follow-



"Cutting Red Tape...  
for Cutting Big Service"

**Put Customers First! Empower Staff! Reinforce Basics!**  
**Eliminate Barriers and Crazy-makers!**

**Integrity - Service - Excellence**